



Environmental Impact Summary



Wieden
Kennedy⁺

IC)NOC)AST

Facebook "Rock"

Shoot Dates: December 19-23, 2019

Striving for Zero:

This production implemented Zero Waste standards to prevent and divert waste on set. **Zero Waste is measured as 90% or greater diversion from landfill.** Thank you for your collaboration for a better behind-the-scenes.

MATERIALS DIVERTED

- Compost:** food waste and soiled paper
- Recycling:** paper, cardboard, plastics, metals, glass, e-waste
- Reusable materials:** wardrobe, food, sporting goods, pet supplies, expendables

Reusable bottles and refilling dispensers avoid plastic and water waste.



160 GALLONS OF WATER USED **1,280 SINGLE-USE PLASTIC BOTTLES AVOIDED**

eco set COMPOST



eco set RECYCLING



Environmental Alignment:

Your efforts align with the State of California recycling requirements for businesses, and City of Los Angeles Zero Waste program with the goals to divert 90% of waste from landfills by 2025 and 100% of waste by 2050.





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COMPOSTING

1,539 LBS composted

Food waste, soiled paper products and liquids are collected on set and processed at an industrial composting site. This avoids methane emission in a landfill. Methane is a greenhouse gas that is more potent than CO₂.



RECYCLING

388 LBS recycled

Beverage containers, paper, cardboard and other recyclables are collected on set and processed at a Materials Recovery Facility. Recycling reduces the pollution caused by waste, and conserves natural resources and raw materials.



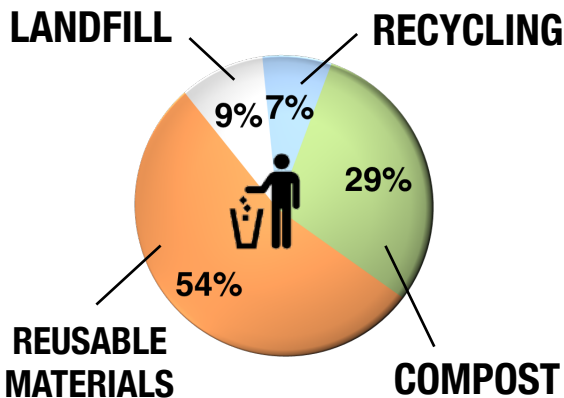
REUSE RECOVERY

2,894 LBS recirculated

Food, reusable materials and creative scraps are collected on set and turned into a free resource at EcoSet's Materials Oasis reuse center. This avoids sending useful production items to landfills, and benefits schools, nonprofits, theaters, filmmakers, artists and many others.

REUSABLE MATERIALS RECIRCULATED

- ✓ Geode set, fake cave rocks
- ✓ Foam, acrylic, plastic
- ✓ Sand, sand bags
- ✓ Cement
- ✓ Scrap materials, expendables



91% DIVERSION

5,314 LBS Waste generated in 5 shoot days

4,821 LBS Waste diverted from landfill



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REUSABLE MATERIALS RECIRCULATED BY ECOSET

